

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Elections – Preparation of Electoral Rolls of 3 Graduates' and 3 Teachers' Constituencies of A.P.Legislative Council – Insertion of paid advertisement – Payment of bills of Rs. **45,81,720-00** to M/s Akshara Advertising Ltd.,, Hyderabad towards the cost of Press Advertisement regarding public notice for preparation of electoral rolls Awareness and Publicity Campaign in all editions of Eenadu daily news papers on 01-10-2010 – Sanctioned – Orders – Issued.

GENERAL ADMINISTRATION (ELECTIONS.C) DEPARTMENT

G.O.Rt.No. 5186

Dated:22-10-2010

Read the following:-

1. Memo.No.13023/371/BG-III/2010, Finance (BG-III) Dept.,
dt: 26-05-2010
2. G.A. (Elecs.E) Dept. Lr.No.2855/Elecs.E/A3/2010-7,
dt: 24-09-2010
- 3..From M/s Akshara Advertising, Hyderabad
Bill No. S/132/10 dt:01-10-2010
4. G.O.Rt.No.4335, Fin. (Expr.GAD-I) Dept., dt:13-10-2010.

ORDER:

The Government in the Letter 2nd read above, M/s Akshara Advertising Ltd.,, Hyderabad have been requested to prepare layouts of the advertisement in Telugu by 01-10-2010 for approval and after approval insert the same in Prakasam, Nellore, Chittor, Kadapa, Anantapur, Kurnool, Srikakulam, Vizianagaram, Mahabubnagar, Ranga Reddy and Hyderabad District editions of Eenadu Telugu News Paper on 01-10-2010 and also requested to submit bills as per I & PR approved rates. Accordingly, the advertisement was published in the said district editions of A.P. of Eenadu daily on 01-10-2010 in respect of preparation of Electoral Rolls of 3 Graduates' and 3 Teachers' Constituencies of A.P. Legislative Council .

2. In the letter 3rd read above, M/s Akshara Advertising Ltd, Hyderabad has submitted bills as per approved rates of I & PR Dept., for an amount of Rs.46,52,508-00 as advertisement charges including taxes for payment as detailed below:

Eenadu (Prakasam, Nellore, Chittor, Kadapa, Anantapur, Kurnool, Srikakulam, Vizianagaram, Mahabubnagar, Ranga Reddy and Hyderabad District editions	---	Rs. 45,81,720-00

		Rs. 45,81,720-00
1.5% Service Tax		Rs. 68,726-00
2% Education Cess on Service Tax		Rs. 1,375-00
1% Higher Education Cess on Service Tax	--	Rs. 687-00

		Rs.46,52,508-00

3. Government, after careful examination have viewed that the Service Tax has to be borne by the firm/advertising agency and decided to pay Rs.45,81,720-00 (Rupees Forty five lakhs eighty one thousand and seven hundred twenty only) towards Publication Charges after excluding Service Tax and Cess.

(Contd..2..)

4. In view of the above, Government hereby accord sanction for payment of Rs.**45,81,720-00** (Rupees Forty five lakhs eighty one thousand and seven hundred twenty only) to **M/s Akshara Advertising Ltd, Hyderabad** towards the cost of Press Advertisement regarding public notice for preparation of electoral rolls in 3 Graduates' and 3 Teachers' constituencies in Prakasam, Nellore, Chittoor, Kadapa, Anantapur, Kurnool, Srikakulam, Vizianagaram, Mahabubnagar, Ranga Reddy and Hyderabad District editions in Eenadu daily news papers on 01-10-2010.

5. The expenditure sanctioned in para 4 above shall be debited to "**2015 – Elections – MH 108 – Issue of Photo Identity Cards to Voters - SH (04) Photo Identity Cards to Voters– 260 Advertisements, Sales and Publicity Expenses**" and shall be met from the funds released vide G.O. 4th read above.

6. The General Administration (Claims.C) Department are requested to draw the amount sanctioned in para 4 above, obtain a cheque in favour of "**M/s Akshara Advertising Ltd., , Hyderabad**" and forward the same to this Department for taking necessary further action.

7. The Pay and Accounts Officer, Hyderabad are requested to admit the bill in relaxation of Quarterly regulation orders issued in the Memo. 1st read above.

8. M/s Akshara Advertising Ltd., Hyderabad shall pay the Service Tax directly to the Government.

9. This order does not require the concurrence of Finance Department.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

T.DAKSHINA MURTHY
CHIEF ELECTORAL OFFICER (I/C) &
ADDITIONAL SECRETARY TO GOVERNMENT

To
The General Administration (Claims.C) Department
The Pay & Accounts Officer, Hyderabad
The Deputy Pay & Accounts Officer, Secretariat Branch, Hyderabad
The Commissioner of Information & Public Relations, A.P., Hyderabad.

Copy to:

The Director of Treasuries & Accounts, A.P., Hyderabad
The Accountant General, Andhra Pradesh, Hyderabad.
Finance (Expr.GAD.I/ BG.III) Department.
M/s Akshara Advertising Ltd, 11-4-641/A, 1st Floor,
Lane Opp.PTI Building, A.C.Guards, Hyderabad – 500004.
SF/SC.

//FORWARDED::BY ORDER//

SECTION OFFICER